

REMARKS

In view of the above-listed amendments and the remarks to follow, applicants respectfully request reconsideration and early allowance of this application.

Claims 1-42 were pending in this application. Claims 17 and 35 have been canceled. Claims 1, 18, 19, 37-39, and 41 have been amended in order to incorporate the features of allowable dependent claim 17.

The Examiner rejected claims 1-16, and 18-42 under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent No. 6,304,886 (hereinafter “Bernardo”).

The Examiner objected to claim 17 as being dependent upon a rejected base claim, but indicated that it would be allowable if rewritten in independent form to include all of the limitations of the base claim.

The Examiner’s rejections are respectfully traversed.

Independent claims 1, 18, 19, 37-39, and 41 are directed to various methods and systems for generating a description of a web site. Each of the independent claims has been amended in order to incorporate the features of dependent claim 17. Claims 1, 18, 19, 37-39, and 41, as amended, include the feature that the systems and methods “designate one or more web page component applications for the web site in accordance with at least” a first data entry or a subsequent data entry.

Applicants respectfully submit that by incorporating the features of allowable dependent claim 17 into independent claims 1, 18, 19, 37-39, and 41, those claims are now patentable over Bernardo. Dependent claims 3-16, and 20-34 depend from independent claims 1 and 19, respectively, and are patentable at least because claims 1 and 19 are patentable.

Independent claims 36, 40, and 42 relate to methods and systems for generating a web site or multimedia information. In the methods and systems of claims 36, 40, and 42, a prompt is

presented for data entry, a data input is received, and an additional prompt for data entry is displayed based upon the received data entry. A data entry input is received in response to the additional prompt and the method or system determines characteristics for web site dimensions based on the data entries. A description of the web site is generated, and web site data is retrieved in accordance with that description. The web site data retrieved is retrieved “pseudo-randomly” from a predetermined web site data subset corresponding to at least a portion of the description.

Applicants respectfully submit that Bernardo relates to a system for creating a web site using pre-created templates. In the system of Bernardo, a user may input certain information and in response to that input, the system will determine what template or templates to use in creating a new web site. Once the templates have been determined, the user is required to fill out the fields in the templates. Applicant respectfully submits that nowhere in Bernardo is it shown or suggested to retrieve web site data pseudo-randomly, as required by applicants’ independent claims 36, 40, and 42.

Applicants respectfully submit that independent claims 36, 40, and 42 are patentable over Bernardo for at least the foregoing reason.

In the event that the Examiner disagrees with any of the foregoing comments concerning the disclosures in the cited prior art, it is requested that the Examiner indicate where, in the reference, there is a basis for a contrary view.

In view of the foregoing remarks it is believed that all of the claims in this application are patentable over the prior art. Early and favorable consideration of this application is respectfully requested.

Respectfully submitted,
FROMMER LAWRENCE & HAUG LLP

A handwritten signature in dark ink, appearing to read 'D. G. Brown', is written over a horizontal line.

Daniel G. Brown
Reg. No. 54,005
(212) 588-0800